CHRISTINA STEINER
Digital and Marketing Automation Manager

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📍 Monticello, MN

EXPERIENCE

Marketing Account Manager
Lakeland Companies
📅 01/2020 - Ongoing 📍 Golden Valley, MN

- Collaborate with C-level leadership to develop and execute digital marketing and direct marketing programs and promotions for 5 business units to exemplify each companies distinct branding and extensive product and service offerings to a diverse customer base, supporting sales growth across horizontal and vertical markets.
- Create and execute consistent email, digital and PPC marketing campaigns - Google Ads, LinkedIn, Facebook, digital banner ads.
- Establish KPI's and provide metric reporting determining the campaigns' success - PPC campaigns providing an average increase in website visitors by 48% | Email open rates averaging 17.1% and CTA 1.4%.
- Increased website SEO through keyword research, SEO site development, page content SEO and link building.
- Lead creative and copy-writing for publication advertisements and editorials, collateral, websites, email, digital, social media, catalog, manuals and trade show displays within each company's brand guidelines.
- Executed 2 complete company rebrands to create a better customer experience and brand/product understanding including a new website.
- Manage all priorities and deadlines, creative strategy, vendor relationships and outsourcing efforts.

Marketing Automation & Graphic Design Manager
Lorex
📅 04/2018 - 12/2019 📍 Elk River, MN

- Developed drip marketing work-flows and content for email marketing campaigns with behavioral triggers to generate and nurture leads - Average of 13.6% open rates | 1.4% CTR | 0.4% Form Completion.
- Launched up to 26 weekly multi-channel campaigns for B2B/B2C markets.
- Designed, prototyped and developed templates for variable email content and landing pages to deliver unique content to segmented visitors based on defined rules, variables and filters.
- Established campaign KPI's and measured with automation platform reporting and Google Analytics to determine strengths and weaknesses.
- Created and executed A/B split campaigns to assess the success of a tactic and design.
- Responsible for the migration from EasyPurl to MindFire and the transition of all client and stakeholder accounts and existing campaigns.
- Initiated a sales asset portal start up and the integration into the CRM.
- Developed 300+ graphic design projects for the sales portal (brochures, direct mail post cards, flyers, business cards, yard signs, advertisements) that increased client transactions by an average of 25%.
- Hired, trained and managed the graphic design team in addition to managing the departments quality control, priorities and deadlines.

EDUCATION

PHP, Word Press & Emerging Web
St. Cloud Technical College
📅 01/2017 - 05/2017

GPA **4.0** / 4.0

AAS in Web Design & Development
St. Cloud Technical College
📅 01/2013 - 05/2014

GPA **4.0** / 4.0

AAS in Advertising & Graphic Design
St. Cloud Technical College
📅 2002 - 05/2005

GPA **3.4** / 4.0

PROGRAMMING LANGUAGES

HTML5
Proficient ●●●●○

CSS
Proficient ●●●●○

PHP
Intermediate ●●○○○

INDUSTRY EXPERTISE

Customer segmentation and targeting

Knowledge of privacy law and CAN-SPAM requirements.

Lead nurturing campaign execution

Multi-Channel Marketing

Creative Strategy & Design

Project Management

TECHNICAL SKILL

Software
- Illustrator
- Photoshop
- InDesign
- Premiere Pro
- XD
- Office 365

Database & CMS
- MySQL
- WordPress

Other Tools
- Google Analytics
- Marketing Automation Software Mindfire & EasyPurl
- CRM
- Mailchimp
- Google Ads
- SpyFu
- SEM Rush
- Campaign Manager
- Hootsuite
- Google My Business
- YouTube